



WEEKLY REVIEW

Splendid Scores Made In Handicap Contest

Many Write Average Business
or Better.

June Sales 1908 Exceeded Those of May.
To Repeat the Performance Everybody
Must Hustle.

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, June 17, 1909

NUMBER
TWENTY-SIX



Handicap Contest

Starts May 31st, Ends July 31st

SEVEN PRIZES OFFERED

First, Original Painting, Valued \$100.00 or More

Second, Original Painting, Valued \$100.00 or More

Third - - \$30.00 Cash

Fourth - - 25.00 Cash

Fifth - - 20.00 Cash

Sixth - - 15.00 Cash

Seventh - - 10.00 Cash

Standings Published Weekly

Scores Based on Averages for Year to May 1st

New Men to be Rated by Sales Department

10 Points for Writing an Average Weekly Total.
1 Point Less for Each 1-10 Less Than Weekly Total.
2 Points for Each 1-10 Increase Over Weekly Average.
10 Points for Largest Increase Over Weekly Average.
5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.
5 Points for Second Largest Number of Orders, Weekly.
1 Point for Each Day's Business.
1 Point Extra for Writing Business on the Fifth Day.
3 Points Extra for Writing Business on the Sixth Day.
1 Point for Each Mailing Card or Blotter Order.

Saturday, June 5th, ended the first week of the handicap contest and we are glad to say that the results are mighty encouraging. We are frank to say that we underestimated the amount of figuring necessary to be able to publish full details the first week, and find that we will not be able to review the contest as thor-

oughly as we would like to in this issue of the Review, but in our next issue we no doubt will be able to go into further details as regards the first two weeks' work.

While we will not publish the standings of all salesmen this week we will review the first several men scoring the largest number of

points, which will give you a good idea of how the contest is going.

Before going into further details we want to impress upon every man on the force that in outlining this contest our idea was to encourage writing business with regularity. If a man writes business with regularity in the present contest, he is very likely to make a good score, as a point is counted for each day's business, business for the fifth and sixth days scoring extra points. At the same time the man who writes business with regularity is very apt to keep up to, or run ahead of his average. For example, a man whose average so far this year is \$300.00 and who writes business we will say every day and a fairly good number of orders will make a much larger score than the man whose average is \$500.00 and who writes the required amount or even a little better, but whose total is made up in one or two large orders.

In the present contest Gross Sales really do not count. By this we mean that the men who write the largest business do not necessarily make the best scores, therefore there is a good chance for every man on the force. We are inclined to think that each week is going to show some radical changes in standings, as it is possible for a man to score better than 40 points in a week; in fact two men during the first week score 45 points each, and these two men have never figured as stars, altho one of them has been producing business with regularity since entering the field of the G.-B. Company. These two scores simply show the possibilities of the contest, and should encourage every man to go after a prize.

Now a few words as to the leaders in the contest. Mr. Parks and Mr. McLaughlin tie for first place with a score of 45 points each. Mr. Parks scores his points by writing an increase in his average business of 47 per cent. which counts him 19 points. He counts five points for showing the second largest percentage of increase over weekly average. He wrote 14 orders during the week, which was the largest number booked and he scores 10 points under this heading. He wrote business every day which gives him a total of 10 points and booked one blotter or mailing card order counting 1 point.

You will readily see the possibility of making a good score, and it is hardly likely the same men will count under these different headings two weeks in succession.

Mr. McLaughlin who ties with Mr. Parks made his score in the following manner. He

wrote an increase of 52 per cent. over his average business for the year, which counts him 20 points. His increase over average was the largest shown by any salesman and he counts 10 points under this heading. He wrote 10 orders during the week which was the second largest number and scores five points under this heading. Business for five days counts him six points, and he wrote four mailing card or blotter orders counting him one point each, giving him a total of 45, which is certainly a nice score.

Mr. Conkling stands No. 2 with a total of 26 points. His sales show an increase of 46 per cent. over his average which counts him 19 points. He wrote business on five days scoring 6 points and one blotter order, giving the above mentioned total.

Mr. Lindsley stands No. 3 with 21 points. He shows an increase of 32 per cent. over his average and scores 16 points under this heading. He wrote business on four days and one mailing card order.

Mr. Beelman stands No. 4, just one point behind Mr. Lindsley. He wrote a business just \$11.00 over his average for the year and therefore, scores 10 points. He wrote business every day which gives him 10 more points, making his total 20. Here is an instance where business regularity helps out wonderfully. While Mr. Lindsley showed an increase of 32 per cent., Mr. Beelman showed practically no increase, nevertheless, Beelman makes almost the same score as Lindsley.

Mr. McCullough stands No. 5 with 19 points. His sales show an increase over the average set for him, and he scores 12 points under this heading. He wrote business five days counting him 6 points, and one mailing card order, giving him a total of 19.

Mr. Cies stands No. 6 with 18 points. His total sales were just a shade under his average, but he scores 10 points, as we do not split points, otherwise his score would really be $9\frac{1}{2}$ points under this heading. He wrote business five days and two blotter or mailing card orders, giving him a total score of 18 points as mentioned above.

Mr. S. L. Smith and Mr. Moore tie for 7th place with a total of 17 points each. Mr. Smith is just a shade under his average but counts 10 points, his score being nearer 10 than 9. He also wrote business five days and scores 6 points, adding to this one mailing card or blotter order his total is 17.

Mr. Moore makes his points as follows: His total for the week was just \$2.00 over his

average. He counts 10 points. He wrote business five days counting six points and one mailing card order.

Many others follow Mr. Moore closely, and on the whole we are well satisfied with the showing. We feel sure that after this contest has been running two or three weeks it is going to prove most interesting as we can see now that the scores are going to be changed materially from the business that is booked for the week ending the 12th.

Of course, there are many salesmen yet to hear from, but we can pick out a number who are going to make much larger scores than last week, whereas others who had big scores are going to drop behind and in our estimation it

is just this very feature that is going to create a hot rivalry and make the contest interesting.

We again want to emphasize the fact that there is a chance for any man on the force to win a prize in this contest. Get out and write business with regularity and try and keep up to or run ahead of your average. If you run ahead of your average remember you count 2 points for each 1-10 increase, also remember that if you write business six days it counts you 10 points, and that if you write the largest number of orders it counts 10 points.

We feel very sure that this, the present month, is going to run ahead of May, and if you are not getting your share we would say—*Get out and hustle.*

ORDERS LARGER THAN LAST YEAR

The fact has already been mentioned in the Review that our business for 1909 has already exceeded the total business of 1908, but there is one point that has not been mentioned, and that is that while the total business now is considerably more than the total business for all of last year, the number of orders secured to date is not nearly so great. Of course, generally speaking, the orders the first part of the year average larger than they do later in the year, though it will be recalled by the old men that we secured some pretty big orders in the latter half of last year. In spite of that fact, however, the number of orders secured to date is about 20 per cent. fewer than we secured last year. This means that the average order this year is considerably larger than last year, in fact, in all our experience in the calendar business we don't recall when, at this time of year, the orders averaged so large. We refer, of course, to our experience with other Companies.

It is exceedingly gratifying to us here at the office, and should be to the salesmen on the road, to know that the best class of business men everywhere are being numbered among our customers. It shows that we are entitled to be classed with the best calendar houses in the business. Of course, we know that no other house in the country has a better line of calendars, and that no other house in the country turns out a better class of goods than the Gerlach-Barklow Co. Unfortunately, there are still a few calendar buyers who do not know this as well as we do.

This information ought to help you to con-

vince your prospective customer that we are able to deliver the goods. "Nothing succeeds like success." People like to do business with successful concerns. You cannot too strongly impress your prospective customer with the fact that the Company you represent is a successful one, that it sells to successful business men.

It may interest you to know that the average order of the Gerlach-Barklow Co. for this year is about \$50.00. When you take into consideration the very considerable number of blotter orders amounting to from \$9.00 to \$13.00 each, and the considerable number of calendar orders that amount to from \$10.00 to \$25.00 each, you will realize how many orders there must be which amount to over \$50.00 each. Remember, too, that there are not so very many orders amounting to \$1,000.00 or better. It is true that we have more of them than usually falls to the lot of a new company, more of them, perhaps, than some of the so-called "big" Companies secure, but there still remains a large number of orders ranging from \$50.00 to \$250.00, and these orders are coming from nearly all parts of the country. If you are not getting your share of them, it is not altogether due to the fact that they are not to be had, for we find that there are some salesmen who seldom ever send in an order amounting to over \$100.00, while other salesmen, traveling in similar territory, secure many orders of this kind.

Go after the good business first. Don't be afraid to try for the best orders that are to be had anywhere. You have the line and we have the facilities for turning out the goods.

FIRST WEEK OF JUNE STARTS THE HANDICAP CONTEST

Sales Show a Good Increase---Last Year's June Sales Exceed Those of May---'Tis Not G.-B. Policy To Go Backward

While the sales for week ending June 5th show a substantial increase, the sales force has got to go at a pretty lively clip if we are going to make June sales exceed those of May, as was the case last year.

The sales for the month of May this year show a splendid increase over the corresponding month of last year, therefore, if we are going to make June a better month than May everybody has got to hustle. We are inclined to think that a good many of you older salesmen will find upon referring to your last year's record that your sales during June exceeded those of May. Surely if you could make such a record last year you can do it again this year.

The use of the word "can't" is not justifiable except in the expression "can't fail." The G.-B. motto has always been "Onward and upward." "Remember, we never stand still; we are always pushing forward or slipping backward," so says some writer. If you stand still people behind will push on over you or past you. To be in the van and remain in it you must keep moving forward, ever forward. Inactivity may be all right in some cases, but in the calendar game it is all wrong. It stands for sure failure. It is the way of the dead ones.

The ultimatum and inexorable demand of success is, "Forward."

WEEK ENDING, JUNE 5th

Mr. Shimmin leads the sales force in gross sales for the week. He is ahead of the average set for him in the contest now on, and we sincerely hope that the good work will keep up. Mr. Shimmin secured a nice order from a wholesale produce dealer amounting to \$480.00. The subject sold was an "English Fishing Village" in series M2 and D2 with reinforced mailing devices.

Mr. Lindsley stands No. 2 with a very nice total. He wrote business four days and a total of six orders. His sales show an increase of 33 1-3 per cent. over his average in the handicap contest. He wrote two good orders during the week. One was from a bank and calls for "An English Fishing Village" in series 2 and D2. This order amounts to \$146.40. His other good order was from a wholesale lumber dealer. He sold them "A June Rose" in series D19 and some of our series D33 mounts, with mailing devices, the order amounting to \$123.00.

Mr. Parks stands No. 3 with a total just

\$28.00 less than that of Mr. Lindsley's. Mr. Parks is another who shows a splendid increase over the average set for him, as a matter of fact he is tied with Mr. McLaughlin for high score in the contest the first week. He wrote 14 orders and business every day, which of course, helps him out materially in his score. His increase over average is 47 per cent. Mr. Parks' best order of the week is a bank order amounting to \$90.00.

Mr. Conkling has a total just \$2.00 less than Mr. Parks. He wrote nine orders and business for five days. Mr. Conkling's sales also show the nice increase over average of 46 per cent.

Mr. Cies stands No. 5 in gross sales. He had a very satisfactory total writing nine orders and business for five days. He is just a few dollars behind his average weekly sales for the year.

Mr. Beelman follows with a clean week and a total of nine orders. His sales run just a little ahead of his average.

Mr. McCullough follows with a fair total.

He reports business five days and a total of seven orders. We mentioned last week the fact that Mr. McCullough is a new man on the force, altho he has sold calendars previously for one of our chief competitors, and therefore is not a new man at the game. He is making a good start, in fact is slightly ahead of the average set for him in the contest. Mr. McCullough is opening a new field for the G.-B. Co., and we expect that he will be heard from with regularity.

Mr. S. L. Smith stands No. 8 in gross sales. He reports business every day except one, and a total of eight orders. Mr. Smith is another new man on the G.-B. force, who has been doing splendid work for us since entering the field. As we announced recently, Mr. Smith was one of the winners in the contest for grips, in fact he worked out of his class, and we feel sure that he will figure well up in the gross sales column right along. He certainly has demonstrated that he is a calendar salesman, having taken the line up after the early business had been picked up. Furthermore, he is working in a field in which we were not represented any too well last year.

Mr. Moore follows with a satisfactory total. He reports business five days and a total of seven orders. He is just a few dollars ahead of the average set for him in the contest. Mr. Moore is one of the steady producers of the force who can always be depended on for a good business.

Mr. McLaughlin follows with a total of 10 orders. He wrote business five days. Mr. McLaughlin is ahead of the average set for him, which is evidence of the fact that he is working hard. He has been on the force since the first of the year but was a new man at the game. His work is now showing great improvement and we feel sure he will keep it up.

Practically all of the men mentioned above are up to their average or ahead of the average set for them. There are of course, others not mentioned here who have made a very good showing in the contest.

We do not expect to be able to go into full details this week, but by next week we will have the table in such shape that we can review the first and second week's work of the contest more intelligently.

We are mighty glad to say, that the force have entered the contest enthusiastically, and everything points to its proving a big success. In connection with the work of the first ten men in gross sales we mentioned some of the good orders of the week. We might also call

attention to the following orders which are worthy of mention.

Mr. Beelman sold a bank 125 plain business calendars, P6001, and 375 of "A Virginia Home in Summer" series 9 roll.

Mr. Conkling had two fair orders during the week. One is from a steel construction company. It calls for 300 Davis DeLuxe and 300 Plain Business calendars P6001. His other good order is from a coal company. He also sold these people some Davis DeLuxe and a small lot of "Moonlight on the Old Canal" in series 7 roll.

Mr. Cies sold a flour mill 150 of "The Sentinel" in series 7 roll, and a mixed order of 1000 8 x 14 card-boards. Mr. Finley sold an iron works 12M Palm Series blotters, large size, and 12000 mailing envelopes.

Mr. McCullough had two fair orders during the week. One is from a wholesale grocery, calling for 250 of "Eleanor" D8 and 250 of series 33 card-board. The other order is from a wholesale dealer. It calls for 250 of series 7 roll and 250 of series 22 roll.

Mr. H. E. Smith sold a piano dealer 250 of Davis DeLuxe and 300 of "A Little Mimic" in series M27. He also sold them 100 rolls, "The Evening Song." The order specifies mailing devices, and amounts to \$90.00.

Number of Orders.

Mr. Parks leads the force under this heading with a total of 14. Mr. McLaughlin stands No. 2 with a total of 10 orders for the week. Messrs. Beelman, Cies and Conkling tie for third place with a total of nine each. Mr. S. L. Smith stands No. 4 with eight orders. Mr. McCullough and Mr. Moore tie for 5th place with a total of seven each. Messrs. Lindsley, Thompson and Ungerer tie for 6th place with a total of six each.

Days' Business.

Mr. Beelman and Mr. Parks report business every day for week ending June 5th. Messrs. Cies, Conkling, McCullough, McLaughlin, Moore, S. L. Smith and Ungerer report business five days.

The showing under this heading on the whole shows an improvement over the previous week. We attribute it largely to the fact that the handicap contest is now on, and the sales force are making a determined effort to write business with regularity. We hope our view of the situation is correct and that every man on the force will make a strong effort to write business daily during the remaining weeks of the contest.

NEWS FROM THE FIELD

AFTER SEEING G.-B. LINE

Beelman Sells Some Osborne People, and Thereby Hangs a Tale

Last January Mr. Beelman called upon an old Osborne customer in one of his towns, who was loyal to the old company and would not place his order without seeing their line. We of course, could hardly blame him for this since he did not use G.-B. calendars last year. Beelman made his second trip to this town not long ago, and this particular lumber company was the first concern he called upon. He found that while two different Osborne salesmen had called upon these people since he had been there, they had not placed their order. To use Mr. Beelman's expression, "The old line didn't look good to them after having seen the G.-B. line." He sold them "Monarch of the Farmyard" and had no trouble in closing the order.

It seems that the buyer has a brother who buys for two banks in a nearby town, who were also old Osborne customers. Mr. Beelman, of course, had no objection to taking a ride in the automobile of the lumber buyer to the nearby town, so that he could place his line before the cashier of the two banks referred to. He sold them "An English Fishing Village." The two bank orders and the lumber order amount to \$228.00. This was certainly a nice day's work, and we can easily imagine that Mr. Beelman feels pretty good in view of the fact that he could not sell these people early in the year. His letter follows:—

"The enclosed orders are from Osborne customers of long standing. In fact this is the first time in eight years I believe they have failed to give their orders to the Osborne Company. I called upon the lumber company in January but they were loyal to Osborne and would not place their order till they had seen the O. Co.'s line.

"Two Osborne representatives called upon them before I saw them again today, but the old line didn't look good after having seen the G.-B. and I had no trouble closing up the order. Then Mr. H. told me his brother in a little town near there bought for two banks, and asked if I would object to accompanying him in his auto and showing the line to the brother, who had not yet placed his order. Object?

Not I! One good look at "An English Fishing Village" was enough for the brother and he gave me his order for about \$100.00 worth.
C. M. Beelman"

School-House Distribution Method Wins For S. L. Smith

Accompanying a nice bank order amounting to \$161.00 calling for "Mrs. Murray's Strategy," S. L. Smith states that in his experience he never had as hard a fight to land an order and it was not until after he had suggested the school-house method of distribution that the proposition was considered.

This method in connection with our splendid historical subjects referred to above landed the business. Mr. Smith writes as follows:—

"In regard to the enclosed order great credit is due the G.-B. line and school-house method of distribution for this bank never bought a calendar before and swore they wouldn't this time, and it took a day and a half of hard work to get them in line. The buyer is the most particular man I ever saw, and this was the hardest order to get I have ever taken.

S. L. Smith."

"Big" McDonald Working Along Right Lines

Mr. McDonald sent in a nice bank order the other day, and in connection with the order he writes explaining that it was due largely to the fact that he kept in touch with the buyer, impressing him with the fact that he was paying close attention to his customers and prospects. Mr. McDonald has had occasion to come into the factory once or twice and on each visit has impressed us strongly with the fact that he was working his territory most carefully. Undoubtedly he will build up a splendid business for himself and the G.-B. Company. His letter follows:—

"I was very much pleased today to be able to write the order for the First National Bank. I was here about the 3rd of April and the cashier told me he would be ready to take the matter up in about 60 days. I wrote him telling him I would Sunday at Crawfordsville, and he wrote me to call today. Enclosed order is the result which will, he said, be increased at the first director's meeting.

After he had given me the order he said: 'There have been a good many calendar men who called on me this year, and I told them all

the same thing I did you, and you are the only one who wrote me, and when I got your letter I said that if I could find anything good in your line you should have the order as the others, Osborne, Murphy and B. & B. were all here and said they would be back or write me.'

I think this shows that we have to keep close track of our prospects and keep posted as to the time they will be ready to buy.

W. A. McDonald."

Some Murphy Customers Gathered Into the Fold By Moore

Accompanying a nice report from Mr. Moore the other day, was a letter saying that two of the three buyers sold were old Murphy customers. The town in which the sales were made is one that Mr. Moore did not make last year, and his only regret is that he did not get there earlier. Incidentally this town is in the territory made by Murphy's crack salesman Wilson. His letter follows:—

"Enclosed are three orders. I would have done a much finer business had I reached this point sooner. Osborne and Murphy, also several junk houses have been here. Even at that I did a fair business and am not quite through yet.

"Two of the three orders I am sending in from here are old Murphy customers whom they can never hope to sell again. Moore."

Cies Writes Regarding Prize Grip

Mr. Cies was one of the winners in the contest for grips, which ended last month. He expresses a determination of going after one of the prizes in the handicap contest now on, and we feel quite sure that his score will have to be reckoned with when the final results are in. We certainly wish him the best of luck. His letter follows:—

"I was delighted to receive your letter advising me that I had won a prize. Down deep in my heart I had a lingering longing that I would prove a winner. Will you kindly send it to my home address, and if you can get it there in time it may be that Mrs. Cies will come to see me next Sunday, and if she does I will let her use it for the first time and break it in for me while I get a glimpse of a little victory that will afford me pleasure for a long time to come.

Of course, I am going to take a painting home with me next Winter when I return from the convention and if I go there carrying that new grip and hold my head up stepping a little higher than usual it won't be because I feel I

am better than the rest of my fellows but because I have a little personal pride in myself.

Congratulate the winners in the contest just past for me and tell all the candidates for prizes in the present contest that while they have my very best wishes, and I would like to see them all winners, I am going to do all in my power to make one of the prizes in the present contest hard to get. H. W. Cies."

REAL LIVE POSSIBILITIES

Merchants in many different lines all over the country are always open for an attractive advertising medium to announce *Fall* openings. What could be more dignified or effective than the distribution of a quantity of our dainty DeLuxe series D33 with the calendar commencing September 1st and using the fly leaf of the calendar pad to announce.

"Our new and exclusive Fall Millinery Styles are now ready."

"We announce the arrival of our Fall importations."

"For the Fall of 1909 we have made great preparations. Watch for our grand opening."

"Music and Flowers at our Grand Fall Opening Ceremonial."

"Styles that cannot fail to please even the most fastidious."

You will get people interested in a calendar proposition of this kind, who can't be brought in line for Christmas distribution.

Try it! It's up to you.

We are sending our special samples to demonstrate what we are driving at.

WE ARE NOT JOB PRINTERS

On a plain blotter proposition or plain printing of any kind we cannot attempt to compete with the job printer. It is entirely out of our line and any quotations we might make on this class of work would be misleading. We are equipped for a special class of work which the job printers can't do, and we are therefore, under a far greater expense both for equipment and labor. Our blotting stock is specially manufactured for three color work, while a cheaper quality serves for a plain printed blotter just as well.

Were we to give you quotations your prospective customer would undoubtedly compare them with the job printer's prices greatly to our disadvantage with the result that the prospect's mind would become impregnated with the idea that our prices in our regular line were abnormally high and the difficulties in securing an order for our regular line of products would be correspondingly increased.